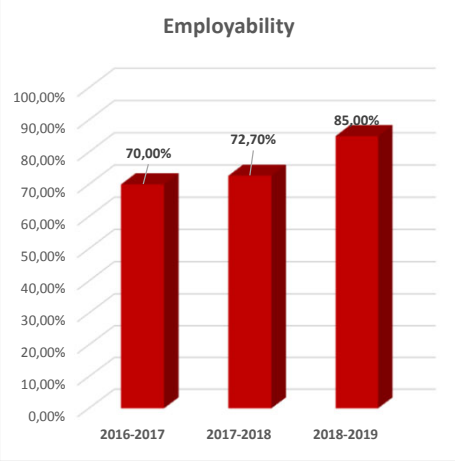# Standard #6 - Organizational Performance Results, Table 6.1

Bachelor's Degree in Marketing / Bachelor's Degree in Marketing and Commercial Management

Table 6.1 Standard 6 - Organizational Performance Results

| Organizational Effectiveness Results | Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts enrollment patterns, student retention, student academic success, and other characteristics reflecting students' performance. Key indicators may include: graduation rates, enrollment, improvement in safety, hiring equity, increased use of web-based technologies, use of facilities by community organizations, contributions to the community, or partnerships, retention rates by program, and what you report to governing boards and administrative units. | | | | |

		Analysis of Results			
Performance Measure **Measurable goal** **What is your goal?**	**What is your measurement instrument or process?** **(Indicate length of cycle)**	**Current Results** **What are your current results?**	**Analysis of Results** **What did you learn from the results?**	**Action Taken or Improvement made** **What did you improve or what is your next step?**	**Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)**
Global satisfaccion with the professor. Goal: Score > 4.0 over 5	Two weeks before each subject ends an online satisfaction questionnaire is provided to students in order to evaluate their professors.	Academic year 18-19: Global assessment = 4.2	Objective is fulfilled for all years. However, there is an improvement area in the internal procedure. When online questionnaires were implemented, the number of students responding was significantly reduced as well as the results (because absent students could fill in the questionnaire)	The procedure has been improved, extending the period of time students have to respond, and professors provide class time to fill them in.	Global satisfaction with professor 4,12 (2016-2017), 4,18 (2017-2018), 4,2 (2018-2019)
Success rate. Goal: Percentage > 85%	The success rate is measured at the end of each academic year. This measure shows the success of students throughout the academic year.	Academic year 18-19: Success rate = 92.72%	Objective is achieved.	Standarization of the analysis of results through a Program Review Process and Program Quality Committees that include students, professors, program management and coordinators.	Success Rate 90,90% (2016-2017), 92,97% (2017-2018), 92,72% (2018-2019)

Performance Measure Measurable goal What is your goal?	What is your measurement instrument or process? (Indicate length of cycle)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made What did you improve or what is your next step?	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)
Employability (at 12 months)*. Percentage > 70%	At 12 months after graduating alumni are contacted by telephone and asked several questions about their current employment status.	Academic year 18-19: Employability rate = 85%	Objective is achieved and the data have improved.	As this is a very important item for us we have improved in these areas: - The great increase in collaborating insitutions with our challenge-based learning model is resulting in an increase in employability. -The subject of external internships includes new training videos about the job market and how to improve their employability skills. - Students also have access to the Office of Professional Careers where they can obtain advice on how to prepare a curriculum, a good interview, or even construct their personal brand. - Moreover, cross-disciplinary subjects, such as "Personal and Professional Effectiveness", "Influence and Personal Impact" and "Entrepreneurial Leadership" have been updated. - Top students have a mentor to help them improve their employability skills. In addition, the university is working in improving the number of answers by allowing those students that don't answer the telephone have the opportunity to answer the survey through an online platform. Finally, the Degree of Marketing has been updated with more digital marketing tools, that job market is requesting.	

*Students that are analyzed were studying the previously named degree "Bachelor's Degree in Marketing and Commercial Management".